CALIFORNIA'S GOLDEN CITRUS FRUITS

● The "Golden State," California's romantic name since the gold rush days of '49, has an extremely vital modern meaning because of the delicious gold-colored citrus fruits—principally oranges, lemons and grapefruit—which it produces in lavish abundance in extensive areas, largely in interior valleys, protected from unkind winds and highly favored by soil and subtropical climate.

Grown under such favorable conditions, California's citrus fruits have attained a remarkable popularity with constantly increasing consumption. This is due to their widely recognized health and nutritional qualities, besides the variation they afford in diet and for beverages. No longer regarded as luxuries, the citrus fruits are now deemed necessities, providing as they do protective essentials in the way of vitamins, aiding digestion, preventing acidosis, alleviating fatigue, affording auxiliaries for reducing weight and stimulating growth in children.

California's 300,000 acres of citrus lands, dotted with millions of evergreen orange, lemon and grapefruit trees which add beauty to the landscape, lie in the great citrus belt of the West, several hundred miles long. This belt extends from Oroville and Sacramento in Northern California south through the San Joaquin Valley and then expands, fan-like, in Southern California, largest citrus area of the Golden State, with San Diego on the Mexican border as the southern limit. The belt also includes part of Arizona.

This citrus empire has developed a 100 million dollar industry, supporting 200,000 persons. Sixty per cent of the oranges and 95 per cent of the lemons consumed in the United States and Canada are grown in the citrus belt. A mighty golden stream pours out to eastern and foreign markets—29,000,000 boxes of oranges in a full crop year, besides other citrus fruits.

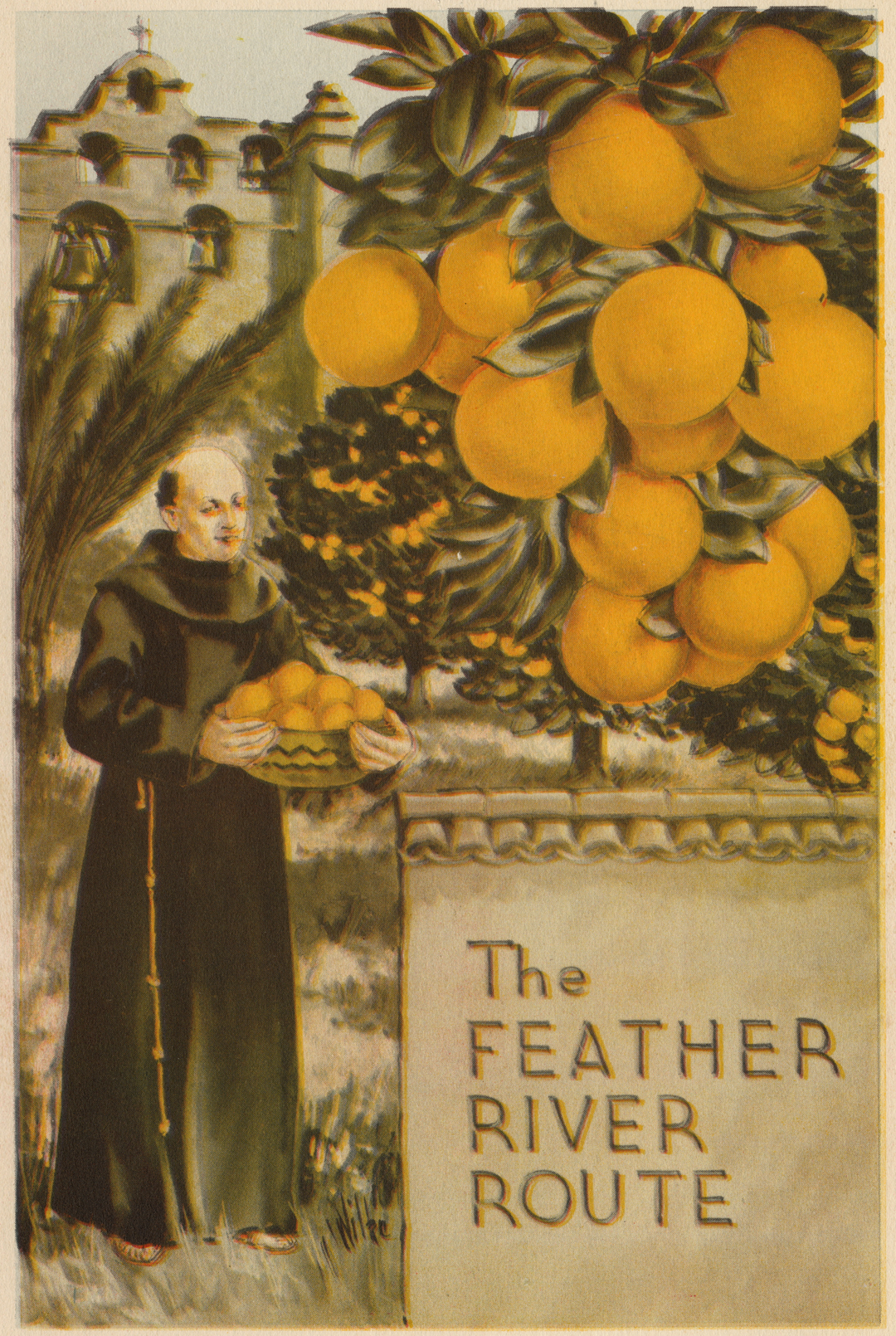
Orange trees were first introduced to California by the Franciscan Fathers shortly after 1769. The first orchard of size was planted at San Gabriel Mission about 1805 by Padre Tomas Sanchez. All but three of the chain of the 21 Missions which trace California's "El Camino de Real" grew orange trees but the early fruit industry declined after the secularization of the Missions in 1834.

Commercial development of the orange and the lemon dates from 1873 when Mrs. Eliza C. Tibbets planted in Riverside two small trees of the Navel variety sent her from Washington, D. C. They had come from Brazil where the Portuguese had developed the Navel from a "limb sport" of the Selecta, an orange imported from India. Phenomenal success of this orange has enabled California to achieve foremost rank among the few sections of the world suitable to citrus culture.

The Washington Navel is known the world over for its seedless characteristic, deep golden color and rich juice. The Valencia, probably from the Azores, is practically seedless and has a fine flavor. It prefers a cooler atmosphere and displays blossoms and bears fruit at the same time. The Washington Navel ripens in the Fall and Winter, while the Valencia ripens from April to November, and thus California has an all-year 'round orange crop.

The lemon, cousin to the orange, never takes a vacation, but grows and ripens its fruit the whole year through and is in ever increasing demand. Like the cherry tree of the East, it finds a home almost anywhere in California. The grapefruit, or pomelo, with its unique taste, grows in clusters like grapes. Other citrus fruits include the lime, citron, mandarin or tangerine and the kumquat.

Citrus trees in the best groves are of pedigreed stock and are grown with great care. Picking, grading and shipping of the fruit are done in strict conformity with high standards. As a result, the health and nutritional values of these golden fruits have gone far to enhance the renown of California as the Golden State.



5/12/38

387-52-36

Good Morning

Juices
Fruit

Orange Juice (8-oz.)	20	Pineapple Juice	20
Sliced Orange	15	Prune Juice	15
Grapefruit Juice	20	Whole Orange	15
Tomato Juice	15	Figs in Syrup	25
California Prunes	25	Half Grapefruit	20
Orange Marmalade	25	Baked Apple 20; with Cream	30

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Cereals

Oatmeal with Cream or Cream of Wheat with Cream	30
Corn Flakes, Rice Crispies, Bran Flakes with Cream	30
Wheaties, Grape Nuts, Shredded Wheat Biscuits, Post Toasties	30

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Fish

Pan Fried Fresh Fish	70	Codfish Cakes with Bacon	65

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Meat

Small Breakfast Steak	1.00	Grilled Ham	70
Lamb Chops on Toast	75	Ham Omelet	50
Ham or Bacon with Eggs			75
Minced Ham and Scrambled Eggs			55
Oven Browned Corned Beef Hash with Poached Egg			65

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Eggs

Eggs Boiled	35	Omelet, Plain	40
Eggs Fried or Shirred	35	Tomato Omelet	50
Poached Eggs on Toast	45	Jelly Omelet	50

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Potatoes

Potatoes, Hashed Brown 25 — Lyonnaise 25 — French Fried 25

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Bread

Hot Muffins	15	Milk Toast	30
Dry or Buttered White, Graham or Raisin Bread Toast			15

Griddle Cakes

French Toast with Currant Jelly	45
Wheat or Corn Cakes with Maple Syrup	35

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Beverages

Coffee, Pot	25	Postum	25
Kaffee Hag, Pot	25	Chocolate or Cocoa, Pot	25
Milk or Buttermilk, Bottle			15
Orange Pekoe or English Breakfast Tea, Pot			25

Citrus Fruits for Vigorous Health

Eat the fruit, drink the delicious and refreshing juices, and

ENJOY GOOD HEALTH

CALIFORNIA CITRUS FRUITS served on WESTERN PACIFIC DINERS are the Finest Quality

Club Breakfast Suggestions

No. 1—90c

Choice

Orange Juice — Sliced Orange — Figs in Syrup — Marmalade
Baked Apple — Grapefruit — Tomato Juice
Breakfast Cereal with Cream
Codfish Cakes
or
Oven Brown Cornbeef Hash
or
Ham or Bacon and Eggs
Coffee — Tea — Kaffee Hag — Cocoa — Milk
Hot Muffins or Toast

No. 2—75c

Choice

Pineapple Juice — Baked Apple — Orange Juice
Grapefruit or Breakfast Cereal with Cream
Ham or Bacon, Half Portion, One Egg
or
Buckwheat Cakes with Broiled Ham, Bacon or Country Sausages
Coffee — Tea — Kaffee Hag — Cocoa — Milk
Hot Muffins or Toast

No. 3—65c

Choice

California Prunes — Orange Juice — Grapefruit
or
Breakfast Cereal with Cream
Wheat or Corn Cakes with Maple Syrup
or
Boiled, Fried or Scrambled Eggs
Coffee — Tea — Kaffee Hag — Cocoa — Milk
Hot Muffins or Toast

No. 4—50c

Choice

Orange Juice — Tomato Juice — Grapefruit
Pineapple Juice
Muffins or Toast or Cereal and Cream
Coffee — Tea — Cocoa — Milk

Parents, if desiring, may divide their orders with children without extra charge. Reduced portions may be ordered for children at half price. Guests will please pay on presentation of check only. Service by waiter outside of Dining Car, 25c extra for each person served.

A Select Assortment of Cigars and Cigarettes

JOS. G. WHEELER, *General Passenger Agent, San Francisco, California*
W. P. STILES, *Superintendent Dining Cars, Oakland, California*